

LOCALISM INITIATIVE Tell the FCC what you do to serve your local communities. To help get you started, Here's a list of examples that should give you an idea of what the FCC is looking for. Please take a look and identify those that apply to your station, and then include detailed Descriptions of all such projects in your comments to the FCC.

Local News

☐ Provide details on your station's investment in local news.

We constantly upgrade our equipment and facilities. In the past two years we have invested in a satellite truck, 6 new field eng camera's, new set backdrop in both studio's, added fiber optic connections between Myrtle Beach and Florence to enhance news gathering capabilities, a new bureau office in Lumberton, NC and added an executive producer position to our team. We also started a newscast for the Fox station in our market. We believe in 24/7 coverage. We initiate and broadcast political debates, town halls and emergency coverage as it warrants.

• How many local newscasts are aired per week? What percentage of your daily programming is devoted to local news? Has your station added newscasts in the morning or at other times?

M-F. 5:30 A - 6:00 A = 0.50 hour x 5 = 2.5 Hours
M-F. 6:00 A - 7:00 A = 1.00 hour x 5 = 5.0 Hours
M-F. 7:00 A - 8:00 A = 0.75 hour x 5 = 3.75 Hours
M-F. 8:00 A - 9:00 A = 0.25 hour x 5 = 1.00 Hour
M-F. 12:00 P - 12:30 P = 0.50 hours x 5 = 2.5 Hours
M-F. 5:00 P - 5:30 P = 0.50 hours x 5 = 2.5 Hours
M-S. 6:00 P - 6:30 P = 0.50 hours x 7 = 3.5 Hours
M-S. 11:00 P - 11:30 P = 0.50 hours x 7 = 3.5 Hours
Total Daily News Time = 4-1/2 Hours (M-F)
Total Program Hours = 24
Percentage of Local News = 18.75%

WBTW (TV) broadcasts 19.5 hours of its own locally produced news programming every week - 3.5 hours each weekday and 1.0 hour a day on weekends.

WBTW added 175 minutes of locally produced television news each week beginning in April 2004 with the addition of FOX 42 News at 10.

WBTW added 30 minutes of locally produced television news each week beginning in January of 2004 with the addition of Count on Health.

• Give examples of how your website is used to enhance local news coverage.

With links to local news stores, our website offers our visitors access to the latest breaking stories - placed in print. We also offer links to other organizations directly from our web-site where viewers of our news telecasts can go to get information, or supply information based on the content of individual stories. Viewers are also offered the option to take place in polls which are conducted from our web-site.

Voice of the Voter project where viewers will be able to participate in a survey designed to collect the questions regarding political issues that they regard as

most pressing. Politicians will then be asked the questions in interviews that will then be broadcast during WBTW's news programs.

Viewers are able to submit their "storm" photographs during Hurricane Season and these are made available both on the web-site and shown during the local news.

Viewers are able to utilize the web-site to submit stories of interest directly to the News Department for possible future coverage.

During our local news we take pride in covering most of the local community events. These events are then added to our web-site on the community calendar so visitors can access complete information regarding the event, like venue, cost, period of operation, etc.

Local Weather reports, from each news cast are also reflected on our web-site, with links to hurricane tracking, local weather, future cast etc. all available on-line 24/7.

Count on Health, a regular ½ hour program produced locally, includes a column on the web-site detailing the story of the link. It also includes links to local medical practitioners and organizations in relation to stories covered in that weeks program.

- Are editorials on local issues regularly included in the local newscasts? Give examples.

We have a segment on our nightly news which refers to editorials that will be covered in the local newspaper 'The Morning News'.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues.

□> Indicate the length of such programs.

- o Describe the nature of such programs (call-in shows with community or political leaders, interviews, issues highlights).

- Are there regularly scheduled segments on local public affairs included in your

local newscasts? How often? How long are such segments? Give examples.

Our Weekly News usually carries stories regarding local community events. We also have our anchors attend these events, to either report live from the event, or to act as Master of Ceremony. Public appearances at local events is always high on our agenda. The duration of this coverage varies depending on other news items, but we try to provide information on most events being held in our viewing area. Some examples are:

Heart Walk (coverage + participation by anchors)

Disney On Ice (Anchor as Master of Ceremony on opening night + coverage)

Senate Debate (Anchor Mediator + Live ½ hour broadcast with questions from viewers)

Treats for Special Kids (organization + participation + coverage on News)

UNCF - Coverage + Participation

Children's Miracle Network. Each year we provide coverage of the annual telethon to raise money for the Children's Miracle Network. This includes personnel + air time.

During Football season a portion of our Friday Night News and additional time is allocated for the 'Football Blitz'. WBTW prides itself on its coverage of local

High School Football, which includes the 'Football Blitz' television program (Friday Nights ½ hour) and sponsorship organization for T-Shirts.

Some of the coverage in 2004 includes:

Grand Strand Boat Show

Carolina Forest Golf Tournament (to benefit FFA scholarships)

Myrtle Beach Job Expo

Surfside Rotary Club Run

North Myrtle Beach Seafood & Sunshine Festival

Pee Dee Street Rodders Car Show, Myrtle Beach

March of Dimes Walk America, Horry county

Sun Fun (participation and coverage of Myrtle Beach's annual summer kickoff festival)

Southern Plant and Flower Festival

Downtown Dillon Festival

Kingston Golf Classic, Conway

McLeod Family Affairs (health fair at local mall)

Medieval Times Special Show (to benefit CMN)

Horry County Red Cross Hurricane Expo.

Carolina Craftsmen's Festival

Myrtle Beach Wedding Showcase

Career Day at Coastal Carolina University

Lions Club Toy Drive for Needy Children

South Carolina Childcare Reform Initiative

Les Miserables Charity Night (to benefit Horry County Shelter)

Girl Scouts "Fore the Girls" Golf Tournament

Pops in the Park (Long Bay Symphony)

WBTW has also aired two town hall meetings "Our Town Hartsville" and one devoted to the development of Interstate Highway 73 (I-73).

Each Sunday Morning, we broadcast "America's Black Forum" a ½ hour public affair/talk show covering the latest issues on a State and National Level.

Each Saturday Night we broadcast "Count on Health" a locally produced ½ hour program dealing with medical information, relevant to our area.

Creating or Selecting Programming

- Describe your station's efforts and practices for determining the types of programming you air. For example, do you hold regularly scheduled meetings with community leaders, or have an open door policy, accept and review emailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming, etc. Give examples.

WBTW has an open door policy with regards to programming. Local producers can send in tapes for review for suitability for airing on a regular or 'one-time' basis. Each request is dealt with on an individual basis, with decisions being based on content, production quality, and programming space availability at the time.

- Preemptions: provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates, local sporting events, or because the

network programming diverged from local community standards.

Network Programming was preempted in the following circumstances:

April 2004 - Evening News was replaced with the Live Town Hall Meeting.

June 2004 - Various Network programs, prime & non-prime were preempted, over a 2 day period, for the broadcast of the Children's Miracle Network Telethon.

July 2004 - Primetime programming was preempted to allow the live broadcast of the Miss South Carolina Beauty Pageant.

July 2004 - CBS Evening News was preempted due to the visit to Myrtle Beach by the Vice President of the United States. Live continuous coverage of this event was aired from 5:00 P - 7:00 P.

August 2004 - Network Programming was preempted for continuous Hurricane Coverage when a Hurricane made landfall in our viewing area.

October 2004 - Primetime Network Programming was preempted for live coverage of the locally organized US Senate Debate between Inez Tenenbaum and Jim DeMint.

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime, and similar events, including any positive impact of your coverage on the local community.

As a regular service to our viewers WBTV is committed to going "live" for most breaking news and weather stories. Continuous coverage is provided during Hurricane Season when landfall is imminent in our viewing area, and regular cut-ins are provided when severe weather threatens. Many viewers call or write to thank us for our fast notification and dedication to their safety.

Breaking News is a top priority with WBTV and in the event that a story breaks that concerns health or safety of our viewing audience it is always treated with the utmost urgency and put to air, either as a cut-in to regular programming, or as a "switch to live coverage"

- Describe your station's investment in ENG or weather forecasting equipment. In the past two years we have invested in a new satellite truck, 6 new news eng cameras (with 6 more on the way in January 2005), fiber optic connections between our Florence and Myrtle Beach office to enhance news gathering, a new studio control room, an updated weather warning system and graphics package.
- Does your station participate in AMBER or EAS (e.g., as a Local Primary or Monitoring Station)?

We do participate in the AMBER program as well as EAS as a Local Primary.

Political Programming

- Describe any candidate debates sponsored or aired. Include examples of candidates declining debate offers.

WBTV recently helped organize the US Senate District 30 Debate held at Francis Marion University. This debate was between Inez Tenenbaum and Jim DeMint. Live coverage was provided to our viewing audience, and questions were submitted from the results of on-line polls we requested prior to the debate.

- Does your station offer candidates other types of free air time? Give examples, and include examples of candidates declining offers of free air time.

WBTW recently contacted local candidates running for various offices, and offered them each free air time to tell viewers who they were, what they were running for, and what their goals were if they were elected. This was then televised on Sunday evening preempting our Local News. Viewer feedback was positive.

- Describe your station's efforts to analyze important political/ballot issues or candidates. Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?

Recently WBTW interviewed both the candidates running for the position of "Florence County Sheriff". The interview was conducted in our studio and aired during our nightly news.

On a regular basis WBTW will give viewers a simplified view of what is coming up for them to vote on, analyzing the wording of the questions in referendums and explaining it in terms that can be easily understood.

Our capital report, reports regularly on issues of interest to our viewing audience.

- Does the station cover local campaign and/or convention events? Give examples.

WBTW will be covering the District 30 Senate Campaign as it draws to conclusion. We plan on having a live truck at the DeMint Headquarters, and our Sister Station will have a live truck at the Tenenbaum Headquarters. We will be sharing the feed to provide our viewers with the most up to date coverage available.

- Describe the station's participation in promoting voter registration drives.

As part of our regular news, our reporting team covers how to register, when to register and where to register. This is covered before any election, to ensure our viewing audience is aware of where to go to vote.

- Give examples of how your website is used to enhance political coverage.

The WBTW website enhances our political coverage with viewer polls, as well as links to stories that have been covered during our regularly scheduled news. In addition, News Stories reported are also available to read on the web-site. We used our web-site extensively during the recent US 30 Senate Debate, by asking our audience to submit questions they would like submitted to the candidates.

Civic, Cultural and Other Community-Responsive Programming

- Describe all programming targeted at particular segments of the community, including the number of hours weekly, and the nature of the programming (e.g., foreign language, youth, women, minorities, farmers, religious groups, etc.)

Minority Programming would include:

1. America's Black Forum - ½ hour weekly.
2. Live In Hollywood - 1 hour weekly.
3. Urban Style - ½ hour weekly.

Farmers Programming would include:

1. AG Day - 2½ Hours weekly.
2. US Farm Report - 1 Hour weekly

We also broadcast local church services on a regular weekly basis.

- Describe any coverage of local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events. Give examples.

Coverage of Openings of Local Events would include:

Florence Library

Sun Fun

High School Football Blitz

Carolina's Craftsmen Festival

Marshall's Marine Outdoor Sports Expo

Sheriff Poker Run & Chili Cookoff

Relay for Life

May Fly Show

- Describe any PSAs local groups or addressing local issues, including the number of PSAs aired per week. Give examples of any particularly successful campaigns.

WBTW airs approximately 100 0:30 sec PSA's each week. These PSA's are provided by outside organizations - and are ones that we have no directly connection with, other than to provide "free air time". In addition WBTW airs local PSA's for local events, which can amount to an additional 200 0:30 sec PSA's each week.

Pee Dee Heartwalk and International Festival both rang after the event to tell us about the 'largest turnout ever' and how people had said they saw the local PSA.

- Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues.

WBTW is a community television station and community issues such as consumer rip-offs, are covered in our regular scheduled news. Other items of a Health nature are dealt with during our local news, or covered more extensively in our ½ hour program Count on Health which airs on Saturday Night at 7:30 P.

Issues such as Domestic Abuse are covered in our regular news coverage, and links to organizations and stories are supplied via our web-site.

Music

- Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed? Give examples.
- Does your station try to air music in less mainstream genres (e.g., jazz, classical, bluegrass/roots, etc.) or offer formats new to the community? Give examples.

No.

Station Participation in Community Activities

• Give examples of your station's support of non-profit and charity initiatives, such as telethons and other efforts on behalf of the March of Dimes, United Way, Make-A-Wish, etc. Are station executives on the boards of such groups?

WBTW is involved with many non-profit and charity initiatives.

1. Children's Miracle Network
2. Pee Dee Heartwalk
3. American Cancer Society (Relay for Life)
4. March of Dimes
5. Lion